

2016-

STELLENBOSCH ACADEMY
OF DESIGN & PHOTOGRAPHY

WE OFFER THE FOLLOWING
SHORT COURSES

1. BASIC DIGITAL PHOTOGRAPHY
2. COMPREHENSIVE PHOTOGRAPHY
3. SOCIAL PHOTOGRAPHY
4. CRUISE SHIP PHOTOGRAPHY
5. CHILD & FAMILY PHOTOGRAPHY
6. COPYWRITING
7. ADVANCED DIGITAL PHOTOGRAPHY
8. INTRODUCTION TO GRAPHIC DESIGN
9. VIDEO DSLR "BRANDED CONTENT"
10. AE MOTION GRAPHIC COURSE
11. ADOBE PROGRAMMES
12. LIGHTROOM

HOW DO YOU
ENROLL?

SELECT YOUR DESIRED COURSE
& CALL OR EMAIL US ON

SALLY@STELLENBOSCHACADEMY.CO.ZA

021 880 2623 OR FILL IN AN   
APPLICATION FORM ONLINE.

**SHORT
COURSES**

STELLENBOSCH ACADEMY
OF DESIGN & PHOTOGRAPHY

COPYWRITING

FOR A DIGITAL WORLD

5.

WHAT DOES THE COURSE

ENTAIL?

Based on the fundamental principles of advertising copywriting, this course will provide invaluable insights and tips on how to conceptualize and write for different digital media channels. The content of the course will include: Current trends in the role of the copywriter; Strategic thinking; Conceptual thinking; Writing for websites; Writing for social media; Online digital promotions; Introduction to search engine writing; Online banner display advertising.

Who would benefit from this course?

Traditional copywriters who are unfamiliar with writing for digital media, people who work in a communications role within a company and are required to write copy for various marketing platforms.

People who have a journalism or English language qualification would like it! Extend this skill base to more commercially focused writing.

Designers who are required to work on copy for the development of advertisements, marketing material and other communication collateral. People who manage small business and require skills in writing copy for websites, banners and other online promotional material.

Anyone who is interested in developing an understanding of the creative processes and techniques involved in this field of communication.

WHAT ARE THE

SPECIFICS?

Facilitator: Mandy Speechly

Contact Sally on sally@stellenboschacademy or 021 8802623 for more info on dates.

SHORT
COURSES

STELLENBOSCH ACADEMY
OF DESIGN & PHOTOGRAPHY